

CENTRAL HOLLYWOOD COALITION
A Non-Profit Corporation
1330 Vine Street – Hollywood CA. 90028

MINUTES
April 10, 2007
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, Paramount Contractors
Steve Auer, Sunset Gower Studios
Craig Donahue, The Donahue Group
Susan Durante, Los Angeles Film School
Brad Folb, Paramount Contractors
Duke Gallagher, Production Group
Father Michael Mandala, Blessed Sacrament Church
Fred Rosenthal, Ametron
Nick Salamone, Off Vine
Darcy Judd, Robertson Properties
Richard Inouye, Tribune
Carol Massie, McDonald's Restaurants

Absent

Tina Lin, Gerding Edlin
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Don Duckworth, Duckworth Consulting
Joe Mariani Jr., Hollywood Property Owners Alliance

Guests

Sgt. Darrell Davis, LAPD
Shake Bakalyan, Wells Fargo Bank
Rick Anderson, Clean Street

1. Call to Order

The meeting was called to order by President Dirk Degraeve at 3:35 p.m. The Agenda was posted 72 hours prior at this venue and at city hall and is attached to these minutes as Appendix B.

Note: All Appendices referenced in these minutes are attached to the Official Minutes in the HPOA Staff Office.

2. Introductions

Those who were present introduced themselves and the respective businesses which they represented.

3. Minutes of Meetings 13 March 2007

On a motion made by Fred Rosenthal and seconded by Steve Auer the minutes of 13 March 2007 were unanimously approved and are attached to these minutes as Appendix C.

4. Treasurer's Report

Duke Gallagher, presented the Financial Report which was dated March 31, 2007. He notified the assembly that up to this point, the board was \$13,000 under budget for security due to the delayed start of the program. The detailed budget from the year is still a work in progress until there is greater certainty about the delinquent rate. The group also discussed the delinquent properties list. Gallagher strongly urged the board that those delinquent payments which were due to incorrect addresses or ownership identification should be cleared up before June. Don Duckworth agreed to further research the proper addresses for the outstanding payments. It was also noted by the Treasurer that the second installment was going out the day of this meeting, and would be due 30 days from this date.

On a motion made by Susan Durante and seconded by Richard Inouye the motion to accept the financial statements as presented were unanimously approved. The statements are attached to these minutes as Appendix D.

5. OLD BUSINESS

5A. Clean Street Agreement

Kerry Morrison presented the proposed maintenance agreement between Clean Street and the Central Hollywood Coalition for cleaning and maintaining the Sunset and Vine Business Improvement District. The proposed contract would allow Clean Street to start providing services Monday, April 16th, 2007 and would go through December of 2008.

Morrison referred the Board to Exhibit B which outlined the scope of work for the agreement. She called their attention to the scope of the Initial Clean-Up (\$22,500) as compared to the core annual agreement of \$208,000 or \$17,333 a month. (The scope of work was juxtaposed against the \$56,622 monthly expense for the Hollywood Entertainment District, which is also up for review).

In addition, it was recommended by Morrison that in August of 2008 the board would bid the agreement out.

After remarks by Morrison, Carol Massie, a member of the Streetscape Committee, presented to the board her experience and observations as she took part in the tour of the Sunset and Vine BID organized for the Streetscape Committee on March 23, 2007. Massie expressed her desire to implement the agreement as soon as possible, due to the unsatisfactory state the BID is currently in as observed on the tour.

Following this, the board offered general comments about the agreement, including a further review requested by Fred Rosenthal. Questions were asked about the Scope of Work and the lack of budget allocated for ongoing pressure washing. Morrison reported that all sidewalks would be pressure washed once during the initial clean-up. The current monthly scope does not call for pressure washing but a map was presented showing a scenario whereby sidewalk areas

could be washed if additional budget resources are made available in the future. Morrison and Rick Anderson assured the Board that after 60 days, the scope of work could be re-evaluated against the available budget.

It was moved by Susan Durante and seconded by Carol Massie and carried to approve the Maintenance Agreement with Clean Street subject to a review of the legal terms only by Fred Rosenthal. It was reiterated that the business terms were accepted as is. The motion passed on a vote of 10 in favor to 1 opposed. (Rosenthal opposed).

5B. Nominating Committee

Father Michael Mandala reported on behalf of the Nominating Committee the names of four potential new board members, Shake Bakalyan, Wells Fargo Bank; George Abou-Daoud, Bowery; Ryan Harter, CIM Group; and Allen Sides, Ocean Wave Recording. After some discussion by the group, a motion was made by Michael Mandala to add Shake Bakalyan, George Abou-Daoud, and Ryan Harter as board members to the Central Hollywood Coalition. The motion was seconded by Craig Donahue. The motion was passed on a vote of 10 in favor to 1 opposed. (Gallagher opposed).

It was then noted by CHC Board President Dirk Degraeve and Executive Director Kerry Morrison that a vote could not take place due to the fact that the proposed motion was not an action item on the agenda. The motion was therefore tabled to the next board meeting, where it would be noted as an action item in the agenda.

Following this, further discussion then took place regarding the potential addition of Allen Sides to the Central Hollywood Coalition Board. Several members expressed a desire to get to know him better and to encourage him to get involved in a committee. Mike Mandala moved to place Allen Sides on an invite/probation status, until a later date, when the board would reconsider his election. The motion was seconded by Steve Auer, and passed on a vote of 8 in favor to 3 opposed. (Inouye, Salamone, and Gallagher opposed).

5C. Increase Board to 17 Members

It was then moved by Brad Folb and seconded by Fred Rosenthal to increase the number of board members allowed to 16 members. The motion was passed on a vote of 10 in favor to 1 opposed. (Gallagher opposed).

5D. Bylaws

It was noted that Don Duckworth is working on a revision to the CHC Bylaws. Given the current Board size of 16, it was suggested that Duckworth add to the list of proposed revisions the ability of the president to break a tie-vote.

5E. Security Committee

Darcy Judd presented to the board the status of the agreement with Andrews International to handle security for the Sunset and Vine BID and reported that the Andrews team was having great success in their initial period in the Sunset and Vine BID making several arrests and citations. Judd also mentioned that there would be a joint meeting of the Security Committees for both the Sunset and Vine BID and the Hollywood Entertainment District on Thursday, April 12, 2007 which would feature an in depth discussion on the homeless situation in Hollywood. In addition to this Judd informed the group of the Security Open House that would be occurring on

May 10, 2007 at 5:30 P.M. at the Andrews' headquarters in the Hollywood and Highland complex.

6. NEW BUSINESS

6A. Fashion Week

Craig Donahue presented to the board an idea regarding the Mercedes Benz Fashion Week which currently is being held in Culver City at the SmashBox Studios. Donahue reported that the Fashion Week Stakeholders are interested in moving the event to an alternative venue. Donahue had suggested Hollywood as a potential candidate. Following the presentation and some discussion it was moved by Craig Donahue and seconded by Darcy Judd that the board would form a sub-committee to further investigate what it would take to possibly bring the event to Hollywood in 2008. The motion was passed unanimously.

6B. Newsletter

Don Duckworth presented a draft newsletter for the review of the board.

6C. Address Change

Following a discussion regarding stationery and letterhead, which was currently being designed for the Sunset and Vine BID, it was moved by Nick Salamone and seconded by Carol Massie to make the Sunset and Vine BID office address the address of the Hollywood Property Owners Alliance, 1680 Vine Street, Suite 216, Hollywood, CA. 90028. The motion was passed unanimously.

6D. Hollywood Visitors Guide and Map

Kerry Morrison then presented to the board an opportunity for Sunset and Vine BID businesses to be a part of the 2007-2008 Hollywood Visitors Guide and Map. The board favorably agreed to have the opportunity extended to businesses in the Sunset and Vine BID area. Costs are borne by participating businesses. No vote was required.

6E. Consideration of a Proposal from Economic Research Associates (ERA)

Don Duckworth presented to the board a possible opportunity to have Dave Wilcox of ERA conduct an Economic Benchmark Study for the Sunset and Vine BID. The board agreed that the study would be necessary, but not until a later point.

7. Next Meeting

It was proposed by Dirk Degraeve that at the next meeting there should be an item on the agenda to discuss the Sunset and Vine BID's potential financial support of Social Services at Blessed Sacrament Church. The next meeting was scheduled for May 8th, 2007 at 4:00 p.m. There being no further business the meeting was adjourned by Dirk Degraeve at 5:55 p.m.